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GREENVILLE B-CYCLE EXPANDS SYSTEM AND OFFERS DISCOUNTED ANNUAL MEMBERSHIPS

New Stations Installed at Greenville Zoo and Hughes Public Library at Heritage Green

GREENVILLE, S.C. (August 28, 2014) – Greenville B-cycle installed two new stations this week, expanding the bike share network to eight stations and 35 bikes. Station installations were completed at the Greenville Zoo in Cleveland Park and Hughes Main Library at Heritage Green with support from the City and County of Greenville.

“We are thrilled with the expansion and continued support of community partners,” said Greenville B-cycle Program Director Lisa Hallo. “We know that to truly serve as a viable transportation alternative for downtown employees, residents, and visitors, the system must grow. Our goal is to have at least 10 stations and 50 bikes in the next year or two.” In celebration of the new station installations, B-cycle is offering half-price memberships through September 30. “We want to give new members every reason to give B-cycle a try. To that end, we are offering annual memberships for just \$30 when people join online at GreenvilleBcycle.com and use promo code BackToSchool2014.”

A partnership of local conservation group Upstate Forever and Greenville Health System (GHS), the program serves as a convenient means for active transportation around town. “B-cycle members have logged nearly 5,000 rides to date,” says GHS Community Relations Coordinator Rebecca Cooper. “Greenville Health System couldn’t be happier with the impact B-cycle is having in our community. We are

confident that the program is encouraging people who are not avid bicyclists to give biking a try – whether for recreation, exercise or active transportation.”

Plans to expand the system to Cleveland Park have been in the works since late last year when City staff offered to assist with a station installation there. City of Greenville Parks and Recreation Director Dana Souza, a Greenville B-cycle member himself, fully supports the program and looks forward to its expansion. “By opening a B-Cycle station at the zoo entrance, we hope zoo patrons will park downtown and then B-Cycle along the Swamp Rabbit Trail to the zoo. We see B-cycle as a convenient, affordable alternative for visitors and residents who want to get active and see the city without a vehicle.”

The plans for an installation at Hughes Main Library took shape more recently. According to Greenville County Deputy County Administrator John Hansley, “Hughes Main Library is a strategic choice for a B-cycle station. Hundreds of residents frequent the library monthly, and the station will really compliment the Heritage Green campus as well.”

Greenville B-cycle offers adult-sized bicycles that members can check out and return at conveniently located stations: Greenville Zoo, Hughes Main Library, County Square, Sterling Community Center, City Hall, the Greenville Transit Center and at the corners of College and North Main Street and Rhett and River Streets. Day memberships are \$5 and can be purchased at kiosks or online. Annual memberships are \$60 and can be purchased online only.

About Upstate Forever

Upstate Forever is a nonprofit, membership-based organization promoting sensible growth and the protection of special places in the Upstate region of South Carolina. Its three program areas are Land Trust, Sustainable Communities, and Clean Air and Water. Founded in 1998, Upstate Forever has nearly 2,000 members, two offices, and a staff of 18. For more information, visit www.upstateforever.org.

